



## North Battleford's economy reflects the city's importance and diversity as a service and commercial hub for northwestern Saskatchewan.

It is a growth leader in oil and gas extraction, utilities, construction, educational services, and wholesale and retail trade. Other key drivers include agriculture, forestry, tourism, transportation and warehousing.

## The trading area population within a 100 km radius is more than 62,000.

This diversity is an important factor in ensuring sustainable growth and avoiding the severe "boom-bust" fluctuations witnessed in other cities that rely much more on a single economic driver. This is due in part to the abundance of natural resources in the surrounding area, coupled with the strategic location of North Battleford that maintains its importance as a centre for retail, financial services, tourism attractions, health and education.

One measure of the robust economy is retail activity. By 2020, the current market of \$409 million is forecast to increase to a range of \$556 million to \$614 million in sales. This growth – up

to as much as 50% – will encourage new businesses to locate here, expansion of existing businesses, and development of the prime commercial properties that can still be found at very attractive prices.

North Battleford is intent on building upon its strengths while continuing to diversify. Available industrial land at competitive rates, available labour and low labour costs – will help spur growth in manufacturing and distribution. Technology that spells "the death of distance" will enable more and more entrepreneurs to enjoy the lifestyle and economic benefits of North Battleford while serving customers and clients anywhere in the world. The continuing emergence of the northern economy, which includes the growing participation of First Nations in this economic development, will also play an important role in growing North Battleford's economy over the long term.

